

DIVISION OF BEHAVIORAL HEALTH AND RECOVERY
OFFICE OF PROGRAM SERVICES
PROGRAM PROFILE

Communications and Marketing

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Who Can I Contact at DBHR for More Information?

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Program Description:

DBHR's Communication and Marketing Program provides materials and technical assistance to communities in Washington State to increase public education about preventing, intervening and treating drug use disorders. The communications and marketing program also manages statewide public education campaigns about underage drinking and other drug prevention, produces and manages publications, and manages the division's website.

Through outreach to news and advertising media, DBHR provides the public with information about the connection between substance abuse and other social problems; the economic impacts of substance abuse; alcohol and drug abuse prevalence and trends; risk and protective factors for substance abuse; effective ways to prevent and reduce alcohol and drug abuse; and how to access prevention and treatment resources.

What Populations are Served/Who is Eligible for These Services?

Messages are targeted primary to parents and other adults. Selected materials are available in English, Spanish, Russian, and five Asian languages.

How Many People are Served During the Biennium?

This program is a universal strategy reaching Washington residents statewide.

What Is The Biennial Funding Amount and Source(s)?

\$85,000 - federal Substance Abuse Prevention and Treatment Block Grant.

What would be the Impact If This Program was No Longer Available?

Many studies have shown that marketing effective drug prevention messages clearly makes a difference in reducing favorable attitudes about drug use, as well as reducing actual drug use. A 2009 statewide campaign to reduce underage drinking resulted in an

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increase in parent beliefs that underage drinking is a serious issue, and increased parent monitoring and communication with their teens.

Washington communities would receive less information about preventing drug abuse and accessing treatment, as well as losing in-kind media donations of airtime and advertising space for messages. To date, this support is valued at over \$2.3 million.

There would also be less news media coverage of DBHR's services, outcomes and events. If our newsletter and other publications were no longer available there would be less communication with providers and the public. The timeliness and quality of information on our website might also be reduced. Providers may have less access to effective communications technical assistance and resources.

Who Does DBHR Collaborate With to Deliver These Services?

- County and tribal prevention and treatment providers.
- Partnership for a Drug Free America.
- ONDCP – National Youth Anti-Drug Media Campaign.
- The SAMHSA Communications Office.
- TV, cable and radio stations statewide and corporate sponsors.
- The Alcohol/Drug Helpline and Clearinghouse.

Any Other Comments?

A report from the Office of National Drug Control Policy on the effectiveness of mass media campaigns to prevent drug use can be found at

<http://www.whitehousedrugpolicy.gov/mediacampaign/pdfs/Rx%20campaign.pdf>.